

# THE ANNUAL REPORT

KENTUCKY STATE FAIR BOARD

2004

## Sales and Marketing Efforts Pay off

Reports of New Business and Long-Term Bookings

## Kentucky State Fair Board Signs Multi-Year Agreement

## Expanding South

## 100 Years Old, But Still Young at Heart

2004 Kentucky State Fair

## Virtual Visitors Multiply

More Information is Offered Online



# WE'RE EXPANDING...

## TRY NOT TO MISTAKE US FOR THE LANDING STRIP.



When it comes to size, what can beat more than 400,000 square feet of Class A exhibit space all under one roof? The Kentucky Exposition Center is expanding its facility...we're putting a \$52 million addition on that will be finished in the spring of 2005. The new South Wing addition will have 166,500 square feet of exhibit space, 57,000 square feet of meeting rooms, 27-foot-high ceilings and be almost column-free...we will have 40% more space than we have now!

There are not many facilities in the country with so much air-conditioned space under one roof. The Kentucky Exposition Center will be a convention, trade show and meeting venue like nothing you'll find anywhere else. No matter what you're planning, the Kentucky Exposition Center is looking bigger and better than ever! Call today for more information.

 **Kentucky Exposition Center**

**1.800.618.5151**

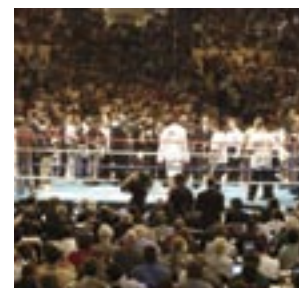
**[www.kyfairexpo.org](http://www.kyfairexpo.org)**

**Located across the street from Louisville International Airport**



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## EDITOR'S MESSAGE

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Dear Friends:

2004 marks yet another year of excellence at the Kentucky State Fair Board. As this year's report suggests, the board members and staff have devoted considerable time and energy toward maintaining a high level of success, of which every Kentuckian can be proud. As another year of excellence passes, the Kentucky State Fair Board continues to fulfill its mission to advance Kentucky's tourism industry and economy by serving the entertainment, cultural and educational interests of the Commonwealth.

Both the Kentucky Fair & Exposition Center and Kentucky International Convention Center continue to rank near the top of convention and trade show venues in the region. Kentuckians can be pleased with the work of the State Fair Board as the continued expansion of the Kentucky Fair & Exposition Center will better position Louisville to attract conventions, exhibitions, trade shows and other world-class entertainment.

Our administration is dedicated to renewing Kentucky's commitment to tourism and economic development and the Kentucky State Fair Board is helping us accomplish this goal. I invite each of you to enjoy the State Fair Board's exceptional events and facilities as the Board and its staff continue their work towards making Kentucky a more attractive place to visit.

Sincerely,



Ernie Fletcher  
Governor



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Dear Friends,

In this issue of the annual report, you will find news of exciting changes and remarkable achievements for both the Kentucky International Convention Center and the Kentucky Fair & Exposition Center. This year yielded a total of 22 new contracts with large-scale trade shows, conventions and events for both facilities. Invigorated by the addition of world-class amenities to the convention center and the future possibilities of South Wing C at the exposition center, both facilities show growth in attendance and new business for 2004.

Enthusiasm for the events and business of the Kentucky State Fair Board is evident in the unprecedented amount of interest generated in the community, on the Internet, and throughout the tourism industry. In addition to the nearly three million people who attended events, over one million each went online to our web sites, received our publications, and read or heard about our facilities in the media.

Much of the excitement in 2004 was generated by the highly-anticipated celebration of the 100<sup>th</sup> Kentucky State Fair. However, this special celebration was not the only crowning moment this past year. With increases in attendance, ticket sales, and entries reported for the Kentucky State Fair, National Farm Machinery Show and the North American International Livestock Exposition (respectively), all three shows operated by the Kentucky State Fair Board exceeded goals and contributed to a prosperous and successful year.

Admittedly, the achievements and advancement of the Kentucky State Fair Board would not be possible without the support and leadership of the Governor and the Kentucky General Assembly. The Kentucky State Fair Board relies on the cooperation and commitment of the leadership in Frankfort to remain a strong competitor in the tradeshow and convention industry and a marketable asset to Kentucky's tourism economy. We thank those who pledge their support to the mission and business of the Kentucky State Fair Board and assure many more stories of success in the coming year.



Lanny Greer  
Chairman



Harold Workman  
President and CEO



## Kentucky State Fair Board

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Governor's Representative

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Vice Chairman, Louisville

**Ronald Carmicle**

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**Anna Jane Cave**

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**Mary Anne Cronan**

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Commissioner,  
KY Department of Agriculture

**Gib Gosser**

Somerset

**Charles Hamilton**

Shepherdsville

**Bruce Harper**

Harrodsburg

**Mary Kate Kordes**

Central City

**J. Robert Miller**

Tompkinsville

**Dr. M. Scott Smith**

Dean, UK College of Agriculture

**William B. Tolle**

Maysville

**Joe Wright**

Harned

## Our Business

In 1902, when the Kentucky General Assembly passed a bill stating the provision of "an annual state fair for the exhibition of agricultural, mechanical, horticultural, dairy, forestry, poultry, and livestock products be, and the same is hereby created to be known as the Kentucky State Fair," a governing body was needed to implement and maintain such an endeavor. The Kentucky State Board of Agriculture took on the task from 1906 until 1938 when the decision was made to create a Kentucky State Fair Board. The board, comprised of governor appointments and elected members of university administrations and pertinent associations, united prominent community leaders from around the state. Exceeding expectations, the Kentucky State Fair Board not only proved successful but continues to thrive as an agency of the Kentucky Commerce Cabinet.

Since 1950, when the Fair Board began construction on one of the greatest and largest exposition facilities of its kind in the world - the Kentucky Fair & Exposition Center - the Kentucky State Fair Board has been at the forefront of Kentucky tourism development. Today, the Kentucky State Fair Board operates two of the largest facilities in the state - the Kentucky Fair & Exposition Center and the Kentucky International Convention Center.



*Kentucky Fair & Exposition Center*



*Kentucky International Convention Center*

## Our Mission

The Kentucky State Fair Board shall promote the progress of the Commonwealth of Kentucky and stimulate public interest in the advantages and development of the Commonwealth by providing the Kentucky Fair & Exposition Center and the Kentucky International Convention Center for exhibitions, conventions, trade shows, public gatherings, cultural activities, and other functions. In managing these facilities, the Kentucky State Fair Board resolves to advance Kentucky's tourism industry and economy while serving the entertainment, cultural and educational interests of the public.

## NOW SHOWING: Theater Style Seating in Freedom Hall

The small, intimate style seating offered by theater venues was available in Freedom Hall for the first time this year offering entertainers and shows a more intimate experience with the audience. With the purchase of a major curtain system that can section off seating at one end of Freedom Hall, the large-scale 19,000 seat arena can transform into a theater venue for 6,000 to 8,000 patrons.

“Adding the capability for Freedom Hall to offer theater style seating increases the venue’s overall marketability and further demonstrates the facility’s flexibility in attracting new and unique events,” says Harold Workman, President and CEO of the Kentucky State Fair Board. “Offering this type of option will help fill a niche in the Louisville market for a theater venue with significant seating.”

The theater set-up at Freedom Hall remains the major reason Yanni and John Mayer booked the facility for their tours. Success with previous shows, such as Martina McBride’s “The Joy of Christmas” concert (which had its own curtain system), demonstrates the desire for fans to be closer to the artist. With concert promoters and meeting planners inquiring about the new set-up, the “Theater at Freedom Hall” is expected to be a significant selling point for future bookings.



*Freedom Hall theater style seating curtains off half of the arena to create a more intimate atmosphere for 6,000 to 8,000 patrons.*

**ticketmaster**

**Kentucky State Fair Board Signs Multi-Year Agreement with Ticketmaster**



Continuing a long and successful relationship, the Kentucky State Fair Board signed a multi-year ticketing agreement with Ticketmaster, the world’s leading ticketing company. As part of the agreement, Ticketmaster will continue to sell and distribute Kentucky Fair & Exposition Center tickets as well as tickets for events at the Kentucky International Convention Center, Freedom Hall and Broadbent Arena, concerts at the Kentucky State Fair, the National Farm Machinery Show Championship Tractor Pull and Louisville Fire arena football games.

“Ticketmaster is critical in our delivery of first-rate services

to our guests and clients,” said Harold Workman, president and CEO of the Kentucky State Fair Board. “With wide distribution and more ticketing options than ever before, Ticketmaster provides our patrons with the most convenient ticketing transaction available today.”

The Kentucky State Fair Board’s partnership with Ticketmaster continues to evolve with the advent of new ticketing technology and online services providing exciting opportunities for the future.





## Fight in Freedom Hall Garners International Attention

After a 17-month hiatus from boxing, Mike Tyson challenged Danny Williams to go head to head in the ring in one of the most anticipated and scrutinized comebacks in sports. Tyson and Williams, trainers, promoters, fans and media gathered in the South Wing

Conference Center for the press conference announcing the fight would take place in Freedom Hall at the Kentucky Fair & Exposition Center. Along with Tyson and Williams, the fight card featured Laila Ali, daughter of Louisville native and boxing great Muhammad Ali. The event culminated in round four with Williams knocking out Tyson.

Drawing an attendance of over 15,000 spectators and broadcast live on Showtime, the fight placed Freedom Hall on the international stage and in sports news around the world.

## 300 Shows and Counting for the Kentucky Flea Market

A long-standing client of the Kentucky Fair & Exposition Center, Stewart Promotions celebrated the 300<sup>th</sup> Kentucky Flea Market in July. Mike Knapke, general manager for the Kentucky Flea Market, attributes the show's success in Louisville to its central location and well-known reputation. His goal, along with that of Stewart Promotions, is to keep the show "interesting," and "keep the public coming back."

Opening the first show in 1973, the Kentucky Flea Market originated as a buy, sell and trade venue for antiques and collectibles. What started out as 300 booths in the Pavilion has now grown to over 1,000 booths held in the East or West Wings and 2,000 booths during holiday weekends. The popularity of the show is evident in the more than 20,000 visitors who attend each flea market event at the exposition center.

"It's been a great 30 years at the Kentucky Fair & Exposition Center and we are looking forward to another 30 more," stated Knapke.



## Convention Center Hosts Inaugural ATV Expo & ATV World's Fair

In October, the Kentucky International Convention Center hosted the inaugural ATV Expo & ATV World's Fair – the first-ever trade show devoted specifically to all-terrain vehicles. Over 200 exhibitors participated in the expo which attracted nearly 30,000 attendees and generated \$3 million in economic impact.

The ATV industry's premiere four-day event included two trade-only days and two days specifically for consumers to browse through everything from the newest ATV models to the latest in ATV accessories and services. With tremendous cooperation from Louisville Metro, TARC and the Greater Louisville Convention & Visitors Bureau, Third Street closed for the duration of the show and transformed into an outdoor ATV dirt demonstration area.

"The nature of the event and the unique accompanying demonstration area on Third Street in the heart of downtown Louisville further demonstrates the

convention center's flexibility as a trade show venue," said Harold Workman, President and CEO of the Kentucky State Fair Board.

Under a three-year contract, the ATV Expo & ATV World's Fair will return to the convention center through 2006.



## 2004 Completed Projects

### Kentucky Fair & Exposition Center

- ⊙ Serviced Freedom Hall movable bleachers
- ⊙ Replaced condensate pan and coils for Unit 1 in Freedom Hall
- ⊙ Repaired miscellaneous exterior concrete curbs and walkways
- ⊙ Upgraded one elevator cab interior
- ⊙ Recoated Freedom Hall ramps
- ⊙ Repaired EIFS System in Freedom Hall
- ⊙ Replaced the roof on the West Wing

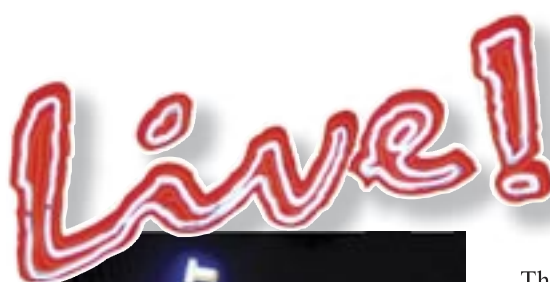
### Kentucky International Convention Center

- ⊙ Refurbished Cowger Garage pedway and added cameras
- ⊙ Added air conditioning to Commonwealth Garage pedway
- ⊙ Refurbished and recabled Commonwealth Garage elevator
- ⊙ Repaired the variable-speed drive on the chilled water pump
- ⊙ Replaced hot water flow meter
- ⊙ Replaced roofs on Cowger Garage
- ⊙ Removed and replaced convention center roof
- ⊙ Installed new security system in administration office
- ⊙ Power swept and cleaned Commonwealth Garage
- ⊙ Added additional floor ports in Cascade Ballroom
- ⊙ Made improvements to facility elevators and escalators

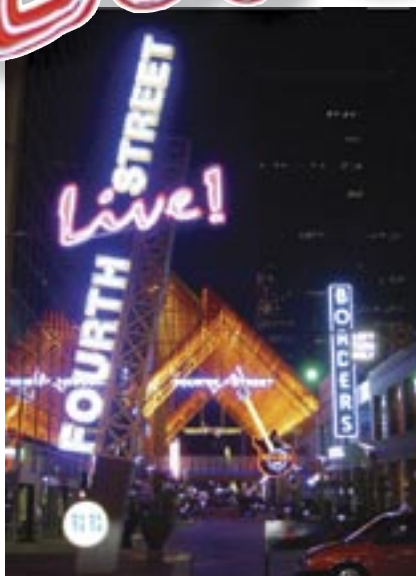


## Downtown Convention Hotel and Pedway Move Closer to Completion

Construction workers placed the final beam on Louisville's new downtown Marriott hotel in May 2004 marking completion of the structural work on the hotel. The new Marriott hotel will offer 600 rooms in the heart of downtown Louisville as well as serve conventioners with a pedway directly connected to the Kentucky International Convention Center. Upon completion of the pedway, Marriott hotel patrons will have safe and easy all-weather access to the convention center as well as to the existing pedways connecting the Galt House Hotel & Suites, the Hyatt Regency, and Fourth Street Live. The hotel is expected to open for business in 2005.



## Opening of Fourth Street Live! Will Aid in Attraction of Convention Business



The opening of the new Fourth Street Live! entertainment district in downtown Louisville this past year is expected to be a lucrative marketing tool in attracting convention business to the Kentucky International Convention Center and the Kentucky Fair & Exposition Center.

Meeting planners researching Louisville for a special event, meeting, or convention not only look at exhibit space and hotel rooms, but will consider the amount of restaurants and attractions available to attendees after convention hours. Fourth Street Live! provides an exciting variety of options to conventioners in town looking for everything from great restaurants and shopping to live entertainment and activities. The new development on Fourth Street is an ideal location within

short walking distance of the Kentucky International Convention Center and a five minute drive from the Kentucky Fair & Exposition Center.

Offering a variety of interests in such close proximity to the convention and exposition centers contributes to a greater, more sellable convention package for meeting planners looking to host an event at either facility.





## KENTUCKY EXPOSITION CENTER EXPANDS SOUTH

Progress on the South Wing C construction project is creating a new landscape and a new look to the Kentucky Exposition Center. Civil work continued in the beginning of the year, however, landscape alterations and the new 237,000 square foot structure began to take shape this past spring.

Before a construction fence could be erected around the huge plot of land south of the existing South Wing, the roadways and parking lots underwent a facelift in preparation for the new exhibit space. Freedom Way drive was narrowed and a new smaller circular drop-off area was added in addition to the existing drive (now connected to the roadway in front of the South Wing). The Freedom Way restructuring allowed for reconfiguration and repaving of the parking lots which yielded 558 additional parking spaces.

Upon completion of the roadways and parking areas, crews started digging for a brand new fountain and beautiful landscaping in front of Freedom Hall. New grass, trees, and various other plantings, a multi-jet fountain, and patio area were added to create a new updated look for the front circle. As crews finished the preliminary work, structural supports emerged from the ground and cranes began lowering steel beams in place.



*The new fountain, patio area, and dual circular drive-ways changed the landscape in front of Freedom Hall.*



*As building continues, the noticeable 27 foot high ceilings and very few columns in the new exhibit space provide an indication of the world-class amenities offered by South Wing C.*



*Construction crews piece together the steel support structures of the new expansion*

Throughout the fall months of 2004, the form of a building took shape with the promise of a finished product in the fall of 2005.

Once complete, the structure will add 237,000 square feet of class "A" exhibit, meeting and public space to the existing South Wings A and B. New meeting and conference space will make up 57,000 square feet of the total exhibit space in addition to a large registration and reception area. The facility will increase its total class "A" exhibit space to 425,700 square feet. With this expansion, the Kentucky Exposition Center will rank third among regional competitors (based on class "A" space) and will be ranked as the eighth largest exposition facility in the United States (based on square feet of space).

### South Wing C Facts:

**Total Square Feet of Space:** 237,000

**Square Feet of Meeting and Conference Space:** 57,000

**Exhibit Hall Ceiling Height:** 27 feet

**Projected Completion Date:** October 2005



## Kentucky State Fair: 100 Years Old, But Still Young at Heart

In August, fairgoers from across the state came together to celebrate the 100<sup>th</sup> Kentucky State Fair - an event which has acted anything but its age over the last century. The overwhelming enthusiasm and high attendance for the 100<sup>th</sup> Kentucky State Fair is evident in the increases in competitive entries, impressive ticket sales for the star concerts and World's Championship Horse Show, greater revenue from East Wing exhibitors and corporate sponsors, and unprecedented statewide media coverage.

Bringing 637,327 people together to enjoy 11 days of pure fun, the 2004 state fair showed its regular youthful resilience with a wide variety of events and attractions. However, much of the buzz surrounding this year's event appropriately focused on the celebration of the 100<sup>th</sup> Kentucky State Fair. Special recognition of the occasion included *Kentucky State Fair 100: The Exhibition* featuring hundreds of artifacts and souvenirs from state fairs dating back to the 1900's. Approximately 11,000 students visited the exhibit as part of an educational field trip and fairgoers flooded the area to reminisce about their personal memories of fairs gone by. In addition to the exhibit, a beautifully illustrated hardbound book *One Hundred Kentucky State Fairs: A Pictorial History*, commemorative coins, and merchandise were sold. Historically



*The musical retrospective "Spanning the Decades with State Fair Songs" took fairgoers on a historical journey through the past 100 state fairs.*

significant entry categories and a musical retrospective also helped pay tribute to the 100<sup>th</sup> Kentucky State Fair.





*School children admire a display made up of thousands of apples in the educational exhibit.*

Competitive entry exhibitors produced solid numbers for blue ribbon competitions at this year's state fair as participants submitted a total of 58,957 entries – an increase of more than 6 percent over 2003. Horse shows experienced the greatest rate of growth with a 22 percent climb in entries, livestock entries followed with an 8 percent increase, and general entries - which added a handful of new categories associated with the 100<sup>th</sup> celebration - saw a steady increase of 2 percent.

Similarly, a strong lineup of concerts from popular artists kept ticket sales moving and Freedom Hall's turnstiles spinning. Music fans purchased 40,987 tickets for the four paid shows, bringing in a total of \$1,309,035 in sales. Freedom Hall doubled its functionality during the state fair by also hosting the World's Championship Horse Show. Horse show ticket sales remained healthy with 32,357 purchases for \$493,000 in total sales, keeping pace with last year's figures.

Significant revenue increases were realized through two key commercial aspects of the state fair, the East Wing exhibit area and corporate sponsorships. The number of East Wing exhibitors remained strong at 386, bringing in total revenues of \$691,441 for an increase of almost 2 percent over last year's returns. Corporate sponsorship revenue surged up nearly 7 percent to contribute a total of \$546,540, providing the state fair with additional income.



Statewide media outlets quickly proved they had embraced the celebration of the 100<sup>th</sup> Kentucky State Fair by offering unprecedented levels of coverage before, during and after the 11-day event. Local television reporting rose by 50 percent, and statewide newspaper coverage went up an additional 25 percent. As a whole, the estimated total media coverage value was assessed at a staggering \$2.3 million, easily surpassing last year's \$1.6 million by 44 percent.



While it is obvious that the Kentucky State Fair has experienced much change and growth since its first showing in 1902, one thing has always remained the same throughout: it produces strong revenue, entry and attendance numbers while remaining very much young at heart.



*The World's Championship Horse Show attracts over 2,000 Saddlebreds and awards more than \$1 million in premiums.*

**Attendance:** 637,327

**Total Entries:** 58,957

**East Wing Exhibitors:** 386

**Concerts & World's Championship Horse Show Tickets Sold:** 73,344

**Economic Impact:** \$16.3 million



America's largest indoor agricultural exposition, the National Farm Machinery Show, transformed a few of February's cold and unproductive days into a hotbed of agribusiness planning and purchasing. At its conclusion, the show was characterized by another round of high attendance figures, steady exhibitor contract income, and notable gains in sponsor revenue and tractor pull ticket sales.

Companies from across the country traveled hundreds of miles to set up temporary sales rooms at the Kentucky Fair & Exposition Center and greet the 292,801 attendees that packed the exhibit aisles. This turnout reflected an impressive 7 percent increase in visitors, and the fifth highest attendance total in the show's 39-year history.

The major selling point of this well-established show continues to be its proven ability to attract and retain exhibitors representing virtually every major manufacturer and service provider in the agribusiness industry. As a result, the 2004 National Farm Machinery Show's 745 exhibitor contracts not only brought in a lucrative \$2,561,111 in revenue, but they also provided attendees with the unique opportunity to personally compare name brand products side by side and make informed decisions about future purchases.

## NATIONAL FARM MACHINERY SHOW: The Future of Agribusiness on Display

Because attendees take advantage of their ability to "shop around" the show floor aisles, exhibitors have increasingly realized that they must have a strong presence at this show to attract a competitive share of this nationwide audience.

National Farm Machinery Show attendees are also provided with many free services during their visit each year, largely made possible by the additional income earned through corporate sponsorships. Receiving \$149,580 in revenue through sponsor agreements, a 7 percent growth over 2003's total, the National Farm Machinery Show was able to offer free resources like show guides, seminars, exhibitor lounges, information booths and "You Are Here" maps.

Presenting evening and Saturday afternoon diversions from business on the show floor, the 36th annual Championship Tractor Pull, featuring high-energy drivers and high-octane machines, did not disappoint the crowds. A share of more than \$200,000 in prize money was on the line for the nation's top drivers at this invitation-only event. Tractor pull fans sold out three of the five pulls on their way

to purchasing 75,962 tickets – an increase over last year's total. Income from ticket sales climbed an accompanying 6 percent to bring in \$1,738,225 and suite sales remained at capacity, contributing \$79,250.

In addition to possessing national influence and popularity in the agribusiness industry as the country's largest indoor farm show, the National Farm Machinery Show provides local and statewide communities with great financial benefits. During its annual four-day run, the show produces an estimated \$19 million in economic impact dollars making the event a significant contributor to Kentucky's tourism economy.

The National Farm Machinery Show consistently turns out strong numbers and growth in all aspects of business maintaining its place as the top producer among Kentucky State Fair Board events.



**Attendance:** 292,801

**Exhibitors:** 745

**Championship Tractor Pull  
Tickets Sold:** 75,962

**Economic Impact:** \$19 million



## North American International Livestock Exposition: Establishing Global Standards for Breeding Excellence



Circuit Rodeo Finals continues to rank among the top 10 percent of all Pro Rodeo Cowboy Association prize money and holds the second largest purse for a circuit final. A popular event with both the exhibitors and the general public, the rodeo sold 16,830 tickets for total sales of \$348,410.

Revenue from the show, however, does not exist solely for the show's producers – Kentucky as a whole reaps the rewards of this sizable show. It is estimated that the North American International

**D**uring the past three decades, the North American International Livestock Exposition has firmly established itself as the leader of livestock exhibitions around the world. Widely known as the largest all-breed, purebred livestock show in the world, the 2004 show drew more than 4,000 exhibitors, 22,000 entries, 200,000 visitors and an estimated economic impact of \$11.6 million to Kentucky.

To strengthen its impact within the industry, the North American International Livestock Exposition offered more than 140 shows, sales, breed meetings, entertainment events and judging contests through its two-week stay at the Kentucky Fair & Exposition Center. The variety of activities proved to be a major factor in attracting the 200,000 visitors which included attendees and exhibitors from 17 different countries. Additionally, because youth involvement has always been a key element to the success of the show, much thought was given to finding ways to involve youth who do not have regular interaction with agriculture and livestock.



This was achieved through the educational field trip program, which drew 4,480 students from 65 schools across the state – a 19 percent increase in participation over the previous year.

In the realm of competition, exhibitors traveled from across the country to participate in nine major divisions of livestock entries – dairy cattle, dairy goats, llamas and alpacas, quarter horses, draft horses, market swine, beef cattle, Boer goats and sheep. Exhibitors who took part



in the competitions submitted a total of 22,000 entries for a share of the \$680,000 in premiums and awards offered during the show. Furthermore, for the first time in the North American International Livestock Exposition's 31-year history, entries were submitted from all 48 contiguous states.

Adding a little rowdiness to the competitive lineup, the North American Championship Rodeo's three day run attracted the region's top contenders to Freedom Hall for a chance to win a share of over \$80,000 in prizes and the title of Regional Champion. This Great Lakes



Livestock Exposition creates an economic impact of \$11.6 million during its two-week stay.

The worldwide influence of the North American International Livestock Exposition continues to expand. Surging ahead as one of the industry's leading sources for the display and sale of livestock, this homegrown show is establishing global standards for breeding excellence while generating international attention and tourism dollars for the state of Kentucky.

**Attendance:** 200,000

**Total Entries:** 22,000

**Championship Rodeo  
Tickets Sold:** 16,830

**Economic Impact:** \$11.6 million



## Media Relations: Making a Strong Impression

Record amounts of media and print coverage contributed to widespread interest in the activities of the Kentucky State Fair Board in 2004. With a number of newsworthy events the leading cause, the Kentucky State Fair Board continues to make a strong impression in the community and tourism industry.

The number of media impressions nearly doubled from 2003 generating an impressive \$3,803,889 in advertising dollar equivalency – an increase of more than one million dollars. Similarly, print media coverage of events increased in the number of impressions adding a half million more dollars to create \$3,442,027 in advertising dollar equivalency.

The sharp increases for this past year are easily explained by the unique and high-profile events hosted by the Kentucky State Fair Board. The 100<sup>th</sup> Kentucky State Fair, the Return for Revenge: Mike Tyson vs. Danny Williams international boxing event, eight super-star concerts and over 12 new trade shows and conventions ignited the interest of the media and energized the public to attend Kentucky State Fair Board events.

Overall media coverage coupled with additional advertising placements and distribution of over one million pieces of promotional material made Kentucky State Fair Board activities common knowledge in 2004.

## Virtual Visitors Multiply as More Information is Offered Online

A newly redesigned Kentucky State Fair web site sells admission and ride tickets, the Kentucky Future Events Club sends ticket promotions to subscribers, the North American International Livestock Exposition registers entries online – the Kentucky State Fair Board continues to increase the scope of services and information offered online sparking a surge in the number of virtual visitors.

The move towards providing information and services online for the facilities and events owned and operated by the Kentucky State Fair Board consistently pays off with large numbers of visitors going online year after year. 2004 is no exception with total web site visitors reaching over 1.3 million – a dramatic 42 percent increase from 2003. Both kyfairexpo.org and kyconvention.org increased in web traffic by over 30 percent while farmmachineryshow.org and livestockexpo.org increased by nearly 20 percent and 24 percent respectively. However, the redesigned 100<sup>th</sup> Kentucky State Fair web site attracted the most astounding number of visitors – over 400,000 – nearly doubling last year's total with a 65 percent increase.

The numbers illustrate not only the importance of online communication but the rapidly growing number of people who utilize the Kentucky State Fair Board web sites for information, business, and services.

## Media Impressions\*

Electronic Media Impressions – 4,326  
Advertising Equivalency – \$3,803,889

Print Media Impressions – 2,683  
Advertising Equivalency – \$3,442,027

\* Figures for November and December are estimated

## Print Advertising Placements and Circulation

### Kentucky Fair & Exposition Center/ Kentucky International Convention Center Facility Advertisements

Placements – 89  
Circulation – 3,704,573

### Kentucky State Fair

Placements – 175  
Circulation – 13,600,988

### National Farm Machinery Show

Placements – 32  
Circulation – 4,402,137

### North American International Livestock Exposition

Placements – 31  
Circulation – 1,175,918

## Web Site Visitors\*

Kentucky Fair & Exposition Center	460,146
Kentucky International Convention Center	71,071
National Farm Machinery Show	144,249
Kentucky State Fair	470,694
North American International Livestock Exposition	191,535
<b>Total</b>	<b>1,337,695</b>

\* Figures for November and December are estimated



# Sales and Marketing Efforts Pay Off With New Business and Long-Term Bookings

A banner year for booking events at the Kentucky International Convention Center and the Kentucky Exposition Center, the Kentucky State Fair Board made great strides in gaining new business as well as enticing major long-term trade shows and conventions to sign on the dotted line. The growth this past year reflects the marketability of both facilities as well as the strong potential South Wing C brings in the form of 237,000 additional square feet of class "A" exhibit and meeting space.

Both the Kentucky International Convention Center and Kentucky Exposition Center increased the percentage of new business booked at the

facilities in 2004. Furthermore, the Kentucky State Fair Board maintains over 50 percent in repeat business, consistently securing events year after year. With the ability to sell South Wing C exhibit space before completion in October 2005, the Kentucky Exposition Center has already booked the National Senior Games in 2007, National Rifle Association Annual Convention for 2008, and Distributive Education Clubs of America in 2010 – all of which will use the new space.

Similarly, the Kentucky International Convention Center made future bookings with the American Football Coaches Association and Log Home Timber and Framing

Association for 2005, North American Christian Convention in 2006, and the Religious Conference Managers Association in 2007. The convention center continues to grow in popularity showing an increase in exhibit hall occupancy for the fourth consecutive year since completion of its own renovation and expansion project. The new Conference Theatre contributed to the gains in occupancy hosting over 30 events and counting as the state-of-the-art space continues to create buzz in the local community as well as the trade show and convention industry.

Rising new business, solid exhibit hall occupancy numbers, and over 20 new long-term bookings for both facilities highlight an important period of growth for the Kentucky Exposition Center and Kentucky International Convention Center which remain well on the way to future success.

## New and Repeat Business

### Kentucky International Convention Center

Total Events – 207

54% Repeat Business

46% New Business

### Kentucky Exposition Center

Total Events – 243

69% Repeat Business

31% New Business

## Exhibit Hall Occupancy (Event Periods\*\*)

### Kentucky International Convention Center

January	360
February	260
March	489
April	440
May	168
June	315
July	422
August	75
September	221
October	518
November	300*
December	130*

**Total 3,698**

\* Figures for November and December are estimated

\*\* Event periods equal the number of times a space is utilized during the month

### Kentucky Exposition Center

January	444
February	602
March	622
April	144
May	239
June	252
July	268
August	1,392
September	493
October	838
November	966*
December	320*

**Total 6,580**

\* Figures for November and December are estimated

\*\* Event periods equal the number of times a space is utilized during the month

## Attendance

### Kentucky International Convention Center

January	41,606
February	43,949
March	40,316
April	33,206
May	22,491
June	19,880
July	6,920
August	6,959
September	6,641
October	31,086
November	22,000*
December	24,000*

**Total** **299,054**

\* Figures for November and December are estimated

### Kentucky Exposition Center

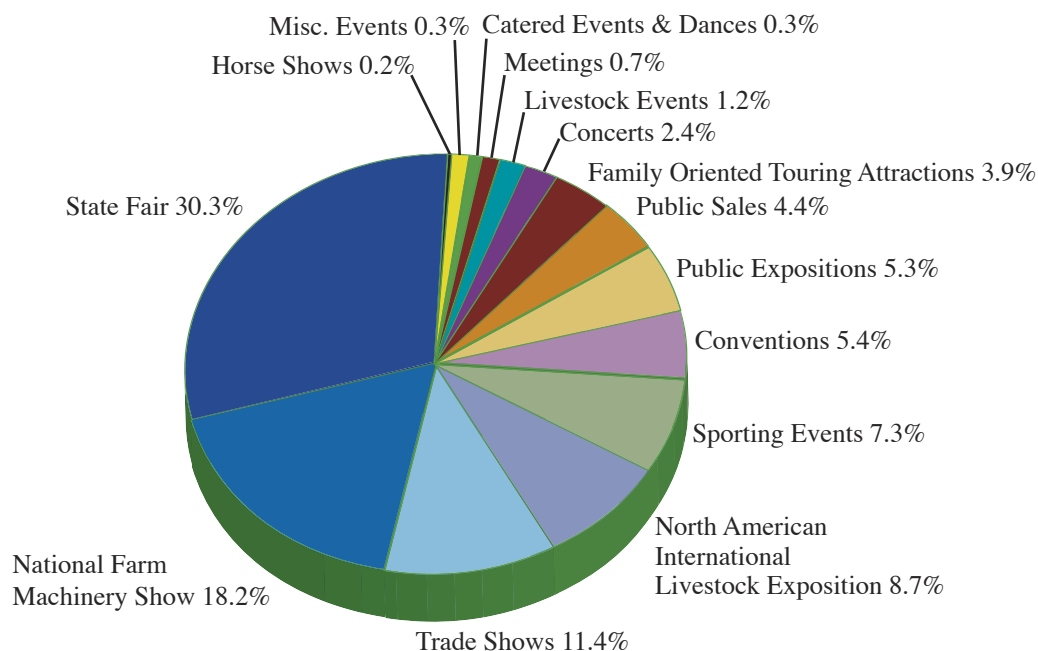
January	249,658
February	518,432
March	184,656
April	182,963
May	97,658
June	30,225
July	253,814
August	670,377
September	146,278
October	121,358*
November	230,208*
December	221,354*

**Total** **2,906,981**

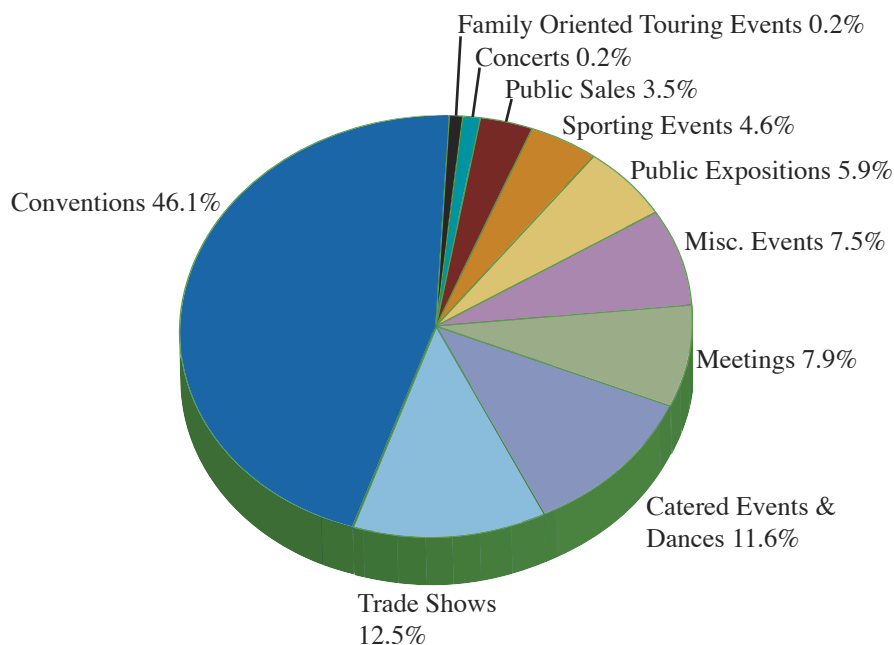
\* Figures for October, November and December are estimated

## 2003-04 SOURCES OF EVENT INCOME (Gross)

### KENTUCKY FAIR & EXPOSITION CENTER



### KENTUCKY INTERNATIONAL CONVENTION CENTER





## KENTUCKY FAIR &amp; EXPOSITION CENTER

REVENUES:	FY 2001-02	FY 2002-03	FY 2003-04
Event Income	\$25,750,000	\$27,376,000	\$27,620,000
Other Income	913,000	791,000	1,076,000
State Appropriation for NAILE	407,000	407,000	397,000
<b>TOTAL:</b>	<b>\$27,070,000</b>	<b>\$28,574,000</b>	<b>\$29,093,000</b>
EXPENDITURES:			
Direct Event Costs	\$13,019,000	\$13,773,000	\$13,691,000
Administrative Costs	2,077,000	1,969,000	1,914,000
Maintenance Costs	7,331,000	7,492,000	7,139,000
<b>TOTAL:</b>	<b>\$22,427,000</b>	<b>\$23,234,000</b>	<b>\$22,744,000</b>
<b>NET INCOME OR (LOSS)</b>	<b>\$4,643,000</b>	<b>\$5,340,000</b>	<b>\$6,349,000</b>

## KENTUCKY INTERNATIONAL CONVENTION CENTER

REVENUES:	FY 2001-02	FY 2002-03	FY 2003-04
Event Income	\$2,142,000	\$2,413,000	\$2,330,000
Parking Garage Income	1,852,000	1,893,000	1,963,000
Other Income	113,000	175,000	86,000
<b>TOTAL:</b>	<b>\$4,107,000</b>	<b>\$4,481,000</b>	<b>\$4,379,000</b>
EXPENDITURES:			
Direct Event Costs	\$422,000	\$297,000	\$237,000
Administrative Costs	1,034,000	1,124,000	1,127,000
Maintenance Costs	2,468,000	2,527,000	2,617,000
<b>TOTAL:</b>	<b>\$3,924,000</b>	<b>\$3,948,000</b>	<b>\$3,981,000</b>
<b>NET INCOME OR (LOSS)</b>	<b>\$183,000</b>	<b>\$533,000</b>	<b>\$398,000</b>

(The source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30th, and operating results reflect revenues and expenditures before accounting deductions for amortization and depreciation.)





## KENTUCKY STATE FAIR BOARD

REVENUES:	FY 2001-02	FY 2002-03	FY 2003-04
Direct Event Income	\$29,744,000	\$31,682,000	\$31,914,000
Rental Income from Long-term Lessees	3,167,000	3,108,000	3,169,000
Other Operating Income	911,000	783,000	1,056,000
State Appropriation	407,000	407,000	549,000
<b>TOTAL:</b>	<b>\$34,229,000</b>	<b>\$35,980,000</b>	<b>\$36,688,000</b>
EXPENDITURES:			
Kentucky Fair & Exposition Center	\$22,427,000	\$23,234,000	\$22,744,000
Kentucky International Convention Center	3,924,000	3,948,000	3,981,000
General Administrative and Sales Expenses	4,266,000	4,319,000	4,627,000
Debt Service	371,000	371,000	1,855,000
<b>TOTAL:</b>	<b>\$30,988,000</b>	<b>\$31,872,000</b>	<b>\$33,207,000</b>
<b>NET INCOME OR (LOSS)</b>	<b>\$3,241,000</b>	<b>\$4,108,000</b>	<b>\$3,481,000</b>

(The source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30th, and operating results reflect revenues and expenditures before accounting deductions for amortization and depreciation.)



## Where the World Meets Louisville



**KENTUCKY INTERNATIONAL  
CONVENTION CENTER**

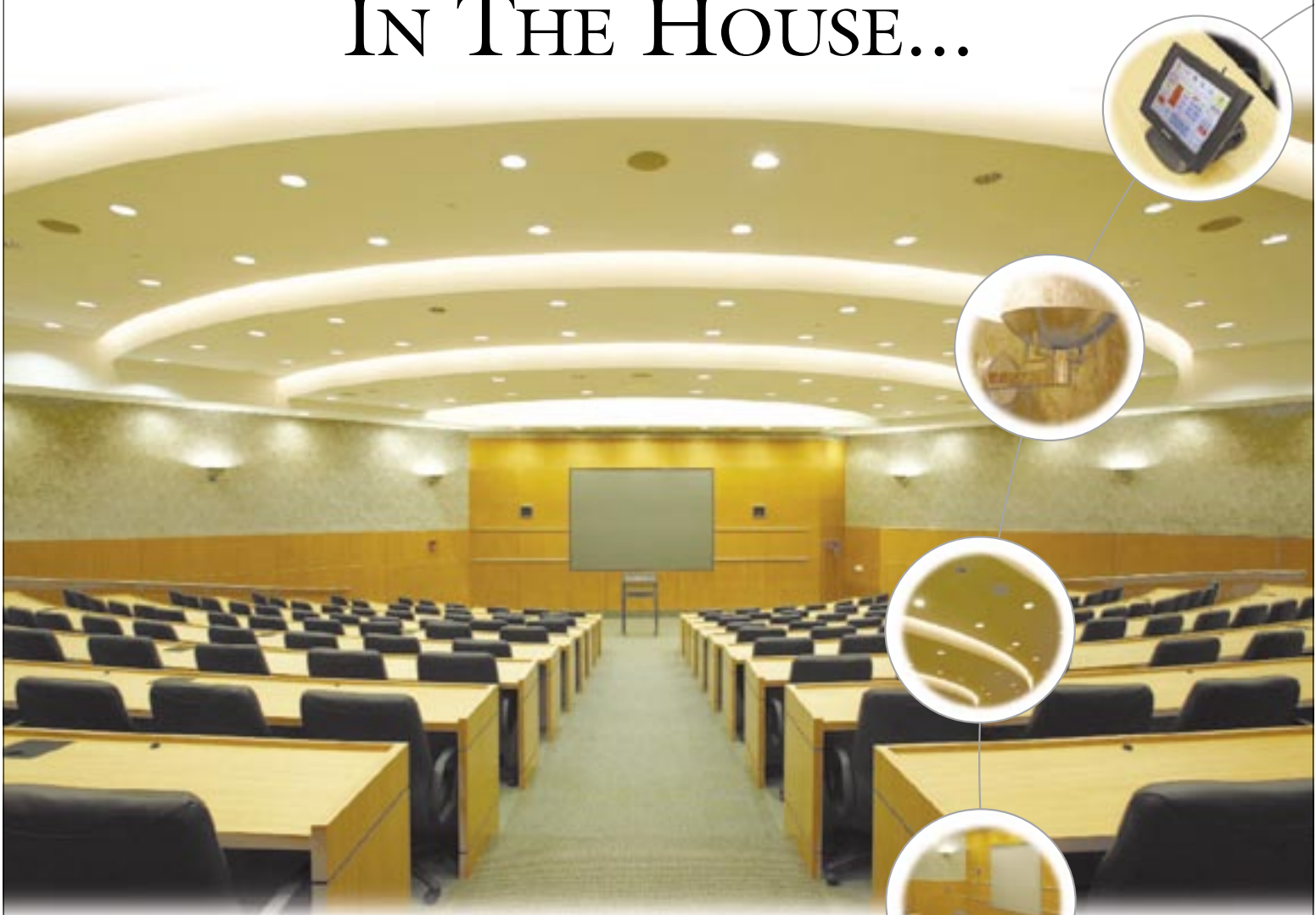
- 300,000 square-feet of space
- 30,000 square-foot ballroom
- 52 meeting rooms
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- On-site full-service catering
- New interactive conference theatre with 9'x12' screen and central platform for presenters



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